

Healthcare Communications Enrollment



Overview

Varolii Enrollment significantly increases member enrollment in healthcare programs and drives positive health outcomes—at a much lower cost than other communications methods.

Benefits

- Increases program enrollments as much as 30% with high quality, HIPAA-compliant communications
- Generates more revenue from additional enrollments
- Reduces reliance on costly traditional outreach methods, such as engagement specialists and direct mail
- Improves operational efficiency and scales enrollment efforts without increasing member engagement staff
- Increases reach by contacting more members faster

Improving Member Enrollment while Reducing Costs

Effective enrollment is the cornerstone of successful Disease Management and Wellness programs

The organizations that deliver disease management and wellness programs spend a large percentage of their operational budget trying to connect with and enroll members into healthcare programs. However, traditional high-touch outreach methods, such as letters and manual calling by engagement specialists, are highly inefficient and costly.

By some estimates, every call your engagement specialists place costs as much as \$18. Varolii Enrollment is an intelligent automated communications solution you can use to enroll more members, reduce operational costs and help drive positive health outcomes.

Proven Technology and Experience to Drive Results

Varolii has delivered more than 5.3 billion communications on behalf of some of the nation's largest, most well-known organizations. Using its unique set of capabilities and best practices gleaned from years of experience, testing and analysis, Varolii has partnered with 2 of the 3 largest disease management companies to increase member enrollments, keep members active in the programs and cut engagement specialist costs. Using Varolii solutions developed specifically for the healthcare industry, our clients have achieved:

- **A 700% increase in member contact rates**
- **A 50%-80% gain in member requests to schedule enrollment appointments**
- **A five-fold increase in enrollments**

WHY VAROLII?

There are many reasons why healthcare industry leaders choose Varolii, including:

- Varolii Enrollment is a self-learning solution. It delivers greater interaction rates through personal, interactive conversations to each individual. The “brains” behind this unique technology is Varolii ID, which automatically analyzes each member’s prior interactions to adjust future communications.

Benefit: *You’ll continually improve your communications results.*

- Only Varolii offers a complete team specifically tasked with ensuring your success by helping you identify where, when, and how to use automated communications for maximum benefit.






Benefit: *You’ll leverage strategic insights from a valued partner.*

CONVERSATIONS TO ENROLL MORE MEMBERS AT A LOWER COST

Varolii Enrollment includes two personalized, interactive, HIPAA-compliant, automated conversations:

- **Engage** — Informs members that a letter has recently been sent with important information about a healthcare management or support program designed to help the member lead a healthier life and reduce disease risk. In addition, the call offers the option to speak to an enrollment specialist and receive one-on-one assistance.
- **Enroll** — Offers members the option to enroll in a healthcare program via an automated system. The call describes the benefits of the program and offers the option to transfer to an enrollment specialist.

SOLUTION HIGHLIGHTS

Secure Data Integration	
	<ul style="list-style-type: none"> • Your data is protected at all times with Secure File Transfer Protocol, 24/7 technical support and any necessary troubleshooting. • Save additional costs with the Varolii ID rule to stop calls to phone numbers identified as invalid or not working.
Complete Channels & Contact Strategy Options	
	<ul style="list-style-type: none"> • Leave a secure message on an answering machine using our patented answering machine detection. • Reach members when they want to be reached using the Varolii ID rule to determine the best hour to contact a member. • Keep answering machine messages to a minimum with the Varolii ID rule and stop calling members after you leave a message.
Personalized Conversations	
	<ul style="list-style-type: none"> • Maintain your brand with customizable messaging (English or Spanish available). • Incite your members to take action with the Varolii ID rule by automatically changing message content based on whether or not a member has enrolled.
Flexible Contact Center Integration	
	<ul style="list-style-type: none"> • Ensure high member satisfaction and maximum enrollment efficiency with seamless contact center integration, including contact pacing of outbound calls to match call contact center volumes. This feature lets callers know expected hold times and provides enrollment specialists with member information before they pick up a call.
Full Range of Reporting & Analysis Tools	
	<ul style="list-style-type: none"> • Varolii Enrollment includes more than 40 detailed reports and an online dashboard to track numerous key performance indicators in real time. • Get maximum value by working with Varolii Client Services to analyze your results, leverage best practices, and identify changes.



About Varolii

Varolii is the market and technology leader in smart, automated communications. Its on-demand communication solutions help healthcare organizations effectively reach and interact with large numbers of healthcare consumers. www.Varolii.com

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